



INSTITUTE OF BUSINESS MANAGEMENT

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Discovering Pakistan Show arranged at IOBM

KARACHI: In a unique talk show, **Discovering Pakistan**, instrumental guiding tips were given by eminent figures to the young nation. The event was organised by IoBM students of public relations, corporate communication and event management amid the guidance and supervision of their faculty Parvez Jamil. Segments of the show were business and economy, education and training, health and environment, science and technology, law and justice, media and communication, sports and entertainment.

A little video comprising short inspirational interviews was shown on this occasion for the young nation from such Pak icons as Dr. Abdul Qadeer Khan, Dr. Javed Qamar, Dr. Ataur Rehman (scientists), Ashraf Janjua (economist) A.Q. Halipota (jurist), Dr. Abdul Bari Khan (health) and Jahangir Khan (sports).

Message on health for young Pakistanis from Dr. Sharif Hashmani, renowned eye-surgeon, was read on this occasion. Present in person on this occasion were such notables as Raziuddin Ahmed, Vice Chancellor, Jinnah University for Women, with segments covered by Ms. Sidra Fariq (business), Dr. Yousuf Sharjeel (education), Dr. Asima Faisal health, Dr. Shahid Amjad (environment), Ghulam Sarwar Korai (law), Jalaluddin (cricket) and Palwasha Bashir (sports), Umer Hafiz Khan (media and communication), little Hasham Hadi (world scrabble icon, Syed Ajaz Ahmed flute and yoga, Sahil and Umaiya (national songs: entertainment).

Talib Karim, Rector, IoBM, besides gracing the occasion, with his inspiring presence covered the business and economy segment with thought-provoking talk to the young nation, focusing on enhancing entrepreneurial skills towards socio-economic stability and success.

Dr. Syed Irfan Hyder, Dean, CBM, focused on choosing the most challenging field as career and taking it to success towards a better and brighter society.

Sabina Mohsin, IoBM Executive Director and Administration, was as supportive as always giving away souvenirs to the guest speakers.

Parvez Jamil, faculty of this class, while expressing gratitude to distinguished guests for their kind and rejuvenating presence, highlighted the need for formal education blended with education beyond text-books. He talked about intensive public relations course outline combining purposefully with such PR students' events in the past as discovering our ambassadors of goodwill in foreign lands, attributing our veterans-our assets, entrepreneurship 360 degrees, faces behind fame in media, common media policy addressing core social issues, economic solutions for the common man and others, well projected from the IoBM platform to new national horizons.

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